

# Authoring Interactive Media

Columbia College Chicago  
36-2601-03

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Spring 2008  
Tuesday  
12:30 pm to 3:20 pm

Classroom address:  
Interactive Arts & Media Department  
623 S. Wabash, Room 423

School main address:  
600 S. Michigan Ave  
Chicago, IL 60605

## Course Description

This class focuses on effectively communicating content in an interactive format. Students research, plan, and produce interactive media projects. Several media components are developed and integrated to support the goal of each piece. Topics covered include contextual problem solving, information architecture, and usability. All projects are designed with participants in mind, considering their culture and demographics. Contemporary authoring technology and content creation tools will be used.

## Prerequisites

36-1300 Digital Image Development

OR

22-1320 Design Lab

## Objectives

After completing this course, students will:

- Demonstrate the ability to integrate media into an interactive multimedia project.
- Demonstrate an understanding of the underlying concepts behind, and be able to create, interactive projects using current production technologies.
- Demonstrate the ability to successfully develop interactive strategies using methodology introduced in the Media Theory and Design classes.
- Be able to develop goal-oriented media.
- Apply cultural and critical theory to create work that considers contemporary cultural and social conditions.
- Look critically at the current state of the art in interactive production through exposure to the profession.
- Be able to create projects that emphasize discourse and dialogue (interactivity rather than exposition).
- Produce finished piece for inclusion in student portfolio.

## Applications and Platforms Covered

- Text editor (for example: HTMLKit, Scite, TextWrangler, BBedit)
- Validators (markup and CSS)
- Adobe ImageReady (specifically: rollovers & GIF animations)

## Required Materials

- Sketchbook
- Removable media for archiving (such as a USB drive, DVDs, or CDs)
- 3-ring binder (for handouts)
- You will also need several CD-ROMs to hand in projects.

## Required Textbook

There is one required textbook for this class



### **HTML, XHTML, and CSS, Sixth Edition (Visual Quickstart Guide)**

by Elizabeth Castro

ISBN: 0321430840

Publish Date: August 2006 (6<sup>th</sup> edition)

Referred to as XHTML in this syllabus

Additional reading may be required. Your instructor will provide handouts, if necessary.

## Departmental Attendance Policy

Two late arrivals equal one absence. You are expected to be in class on time; attendance is taken at the beginning of class. Two absences (even excused absences) may result in a failing grade. **Three absences and you FAIL- NO EXCEPTIONS.** If an absence cannot be avoided, it must be discussed with your instructor ahead of time. Medical and other emergency leave of absences follow a different policy. Please contact your instructor if such a situation arises.

## Departmental Archival Policy

On the final day of class you must submit all work and documentation (including proposals) on two CD-ROMs. You will not pass the course without fulfilling this requirement. The CD will not be returned – create a backup copy for your files.

## Class Website Policy

As part of this class you will be expected to create and maintain a class portfolio website. This website will showcase all of your work throughout the semester (in-class exercises, homework, proposals, projects, etc.). It is your responsibility to maintain links to all of your work. These links will be used for grading and a missing link will be considered the same as a missing assignment. Instructions for setting up your class portfolio will be covered in class.

## Content Introduction

This course will focus on the production of digital (Web) interfaces based upon an understanding of information architecture, with the capability to weave subjective and objective data via a synthesis of media forms. Creative strategies will be analyzed, discussed and revised in the interest of inventing goal-oriented media.

## Course rationale

This is a required course for Interactive Arts and Media majors.

### Classroom policies

Academic Integrity: It is expected that students will turn in their own work and maintain honest academic practices. Failure to do so may result in a failing grade.

No incomplete grades will be given.

Late work and makeup assignments: Assignments and projects turned in after the date due will be marked down one grade for each class they are late.

### Grading

Projects and Assignments These are just a sampling of the projects and homework assignments required and may change at any time.

- 10% - Quizzes
- 10% - Midterm Test
- 10% - Final Test
- 10% - Project 1
- 10% - Project 2
- 15% - Project 3
- 15% - Class participation
- 20% Assignments / Course Portfolio (10 assignments)

### Grading Guideline

Grading is incremental. All students start with 0 points and work up to a final grade.

- 94-100A
- 90-93 A-
  - Above average and outstanding work, no more than one absence, active participation in class and excellent scores on exams and projects
  
- 87-89 B+
- 84-86 B
- 80-83 B-
  - Above average work, no more than two absences, and active participation in class and above average scores on exams and projects
  
- 77-79 C+
- 74-76 C
- 70-73 C-
  - Average work, no more than two absences, and/or average scores on exams and projects
  
- 69-60 D
  - Below average work, no more than two absences, and/or below average scores on exams and projects
  
- 59 and below F
  - Anything below and including 59% - failure to turn in assignments, three or more absences, and/or failing grades on exams and projects can lead to an F

All projects must be burned to a CD-ROM and turned in for grading.

## Course Calendar

### Class 1 – January 29, 2008

- Introduction to Course
- Review syllabus
- Lecture
  - Intro/overview of HTML & XHTML
  - General rules & good practices
  - Using XHTML to create page structure
  - Formatting text
  - Saving and viewing files
- Homework
  - Assignment 1 – Text Formatting
  - Assignment 2 – Lists
  - Read XHTML: Introduction (pgs 13-22), Chapters 1, 2, 3, 4

### Class 2 – February 5, 2008

- Discuss Project 1
- Lecture
  - Hyperlinks
  - FTP
  - Information Architecture
  - DTD
- Homework
  - Assignment 3 - Hyperlinks
  - Read XHTML: Chapter 6

### Class 3 – February 12, 2008

- Quiz 1
- Project 1 – 1<sup>st</sup> part due
- Lecture
  - Images
  - Browsers, Resolution and Platform Issues
  - Design Principles
- Homework
  - Assignment 4 – Images
  - Read XHTML: Chapter 5

### Class 4 – February 19, 2008

- Project 1 – 2<sup>nd</sup> part due
- Lecture
  - Tables
  - Web Standards
- Homework
  - Assignment 5 - Tables
  - Read XHTML: Chapter 16

Class 5 – February 26, 2008

- Quiz 2
- Project 1 – work in progress due
- Lecture
  - CSS text formatting
- Homework
  - Assignment 6 – CSS Text Formatting
  - Read XHTML: Chapters 8, 9 & 10

Class 6 – March 4, 2008

- **Project 1** – Present to the class
- Review for Midterm Test
- Homework
  - Study for the Midterm Test

Class 7 – March 11, 2008

- **Midterm Test**
- Discuss Project 2
- Lecture
  - CSS Layout & Positioning
- Homework
  - Assignment 7 – CSS Layout & Positioning 1
  - Read XHTML: Chapter 11

Class 8 – March 18, 2008

- Project 2 – Written proposal and flowchart due
- Lecture
  - CSS Layout & Positioning continued
- Homework
  - Assignment 8 – CSS & Layout/Positioning 2
  - Read XHTML: Chapter 12

\*\*\* March 25, 2008 – No Class today (Spring Break) \*\*\*

Class 9 – April 1, 2008

- Quiz 3
- Project 2 – View & critique comps
- Lecture
  - ImageReady: GIF Animations
- Homework
  - Assignment 9 – GIF Animations
  - Read – Handouts (provided in class)

Class 10 – April 8, 2008

- Project 2 – work in progress due
- Lecture – a little bit of JavaScript
  - User-initiated popup windows
  - Close button
  - “Ghetto” back button

Class 11 – April 15, 2008

- **Project 2 is due** – present to class
- Discuss Project 3
- Quiz 4
- Lecture
  - ImageReady: Rollovers
- Homework
  - Assignment 9 – Rollovers
  - Read – Handouts (provided in class)

Class 12 – April 22, 2008

- Project 3 – Written proposal and flowchart due
- Lecture
  - Forms
- Homework
  - Assignment 10 – Forms
  - Read XHTML: Chapter 17

Class 13 – April 29, 2008

- Project 3 – View & Critique comps
- Homework
  - Study for Final Exam
  - Continue work on Project 3

Class 14 – May 6, 2008

- **Final Exam**
- Project 3 – Work in progress

Class 15 – May 13, 2008

- **Project 3 is due** – present to class
- Turn in Final Project on a CD-ROM

**This syllabus is subject to change.**